Understanding User Metrics

Within GA4 (Google Analytics 4), there are multiple user metrics. Each one of these metrics is calculated in a different way and reflects different types of users. It is important to understand how each user is counted to properly analyze your data. Below outlines the different types of user metrics you'll find in GA4, their definitions, and an example reflecting real-life scenarios of the kinds of users per metric.

Unique Users:
An individual, distinct user who is identified by a unique identifier. This identifier is usually an anonymous identifier generated by GA4, such as a randomly assigned string of characters (Client ID) or a combination of device-specific information.

Example: An interested car buyer frequently visits your website using the same computer. Each time they visit, GA4 assigns a unique Client ID to track their interactions. Over the course of several weeks, the user views various VDPs, clicks on banners, and submitis 'Get ePrice' leads. GA4 aggregates these interactions under a single unique user, allowing the website owner to understand the overall engagement of this individual visitor.

Total Users:
The count of unique users who have engaged with your website or app within a specific time period. Encompasses both new and returning users, counting each unique user once.

Example: Over the course of a month, you run an email campaign that links to different used VDPs. GA4 tracks each visitor as a unique user. If a person visits the site multiple times during the month to view different VDPs, they are only counted once in the "Total Users" metric.

New Users:
Individuals visiting for the first time within the specified period. New users are identified based on the absence of a recognized Client ID.

Example: A site is running a summer service campaign that is offering discounts to first-time customers. In the first week of the campaign, they attract 1,000 new users who visit the site for the first time. GA4 identifies these 1,000 individuals as "New Users" during that specific week.

<u>Returning Users</u>:

GA4 identifies returning users by recognizing the Client ID associated with a user who has previously visited the site. If the Client ID matches one that GA4 has seen before, the user is categorized as a returning user.

Example: A site post a blog with steps on how to check your oil. On a Monday morning, they have 600 users visit the site. Among them, 250 users are returning visitors who have been to the site before (Have an existing Client ID). GA4 recognizes these 250 users as "Returning Users." The rest will be "New Users".

<u>Active Users:</u>

A unique user who has engaged with your website or app within a specific time frame. Active Users are measured within a specified time frame, such as daily, weekly, or monthly. This metric provides insights into the current popularity and engagement on your website or app during that particular period.

Example: You post a service coupon for Black Friday on your site and there is a surge of users during the day of. Because of this, Friday there are 500 active users engaging with the coupon. This "Active Users" metric provides insights into the coupons popularity and engagement on that specific day.